Self-assessment by
Victor M. Gonzalez

I currently work as a/at:

I run my own consultancy in the innovation of digital products and I also work as a professor at ITAM (a private university in Mexico City)

https://www.linkedin.com/in/victor-m-gonzalez/

https://victormgonzalez.me/

http://facultad.itam.mx/es/facultad/victor-manuel-gonzalez-y-gonzalez

My educational background:

I took the Service Design Immersive program at Cooper (New York) and also in the HCD Innovation Master Series program at the d-school of Stanford University - I have studied Innovation and Product design as part of my postgraduate education at the University of California at Irvine (USA)

I have participated in SDN workshops and conference in Madrid

I have studied from books such as:

This is Service Design Thinking: Basics, Tools, Cases

by Marc Stickdorn and Jakob Schneider

This Is Service Design Doing: Applying Service Design Thinking in the Real World

by Marc Stickdorn and Markus Edgar Hormess

Service Design: From Insight to Implementation

by Andy Polaine and Lavrans Løvlie

The following theories are the key components of my approach to service design:

Behavioral Psychology

Behavioral Economics

Socio-Technical frameworks

Human-Computer Interaction

Communities of Practices

Distributed Cognition

Organizational Theory

Social Psychology

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service

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design:

Service Design: From Insight to Implementation
by Andy Polaine and Lavrans Løvlie

The Service Innovation Handbook: Action-oriented Creative Thinking Toolkit for Service Organizations
by Lucy Kimbell

This Is Service Design Doing: Applying Service Design Thinking in the Real World
by Marc Stickdorn and Markus Edgar Hormess

Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams
by James Kalbach

Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation
by Patrick Van Der Pijl and Justin Lokitz

SDN network resources

I have X years of working experience in service design:

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I have particular experience in the following service sectors:

Retail
Insurance
Banks
Mining
Logistics
Software

These are the service design projects I have successfully delivered:

You can see some of the courses I am offering here:
https://desarrolloejecutivo.itam.mx/Programa/28310/taller-de-service-design-innovacion-centrada-en-la-experiencia-del-cliente?
startDate=2018-11-20&finishDate=2018-12-04&origen=Google#sectionDiplomadoProcesos
https://desarrolloejecutivo.itam.mx/Programa/25438/taller-de-design-thinking-estrategia-para-el-pensamiento-creativo-y-la-
innovacion#sectionCorporate
https://desarrolloejecutivo.itam.mx/Programa/25440/creacion-de-productos-digitales-con-metodos-lean-agiles-y-centrados-en-la-
experiencia#sectionCorporate

I have worked with clients in the past 4 years doing projects but there are internal and cannot be shared, however, you can see of the
recommendations and clients I have worked with here:
https://www.sperientia.com/clientes/

I have provided service design training sessions and/or other educational experiences for X years:

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My philosophy as a trainer is:

I provide a teaching experience with enough elements of theory and practice that help students to understand the foundations of the methods,
and orient them to define the next actions to implement SD initiatives in the organizations. I always create awareness that SD is a framework
that has to be seen in the context of organizational culture and other approaches to product design and organization.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

I have offered SD training sessions to the following companies in Mexico

- Ingressio 2017

- Netlogistik 2017

- LaComer 2018

- Tigre (Brazil) 2018

- Accenture 2018

- Teleperformace 2018

The general model I follow can be seen here:

https://desarrolloejecutivo.itam.mx/Programa/28310/taller-de-service-design-innovacion-centrada-en-la-experiencia-del-cliente?startDate=2018-11-20&finishDate=2018-12-04&origen=Google#sectionDiplomadoProcesos

I mostly provide my training offerings in the following language(s):

Spanish
and sometimes in English

I mostly provide my training offerings in the following countries/cities:

Mexico - Mexico City and the main cities of Mexico

Brazil - Sao Paulo, Rio

Colombia - Medellin, Bogota

Ecuador - Cuenca, Quito

I cover the following topics during my training offerings:

- History of service design
- Definition of service design
- Service dominant logic
- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Leadership/management of service design projects
- Working with complex service systems
- Exploration of systems
- Organisational development

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

cases from the book
This Is Service Design Doing: Applying Service Design Thinking in the Real World

by Marc Stickdorn and Markus Edgar Hormess

These are the service design methods and tools that I use during my sessions:

Personas
Customer Journeys
Service Blue Prints
Reframing: Problem Finding vs. Problem Solving
Prototyping
Ideation

Tools: Smaply

After successfully attending my training sessions, participants will typically be able to:

Create and Validate Personas
Create and Validate Customer Journeys
Create and Validate Stakeholders Maps
Create and Validate Service Blue Prints
Understand the connection between SD and UX/CX and Agile approaches.
Understand the connection between SD and Digital Transformation

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

Surveys at the beginning and at the end of the sessions
Next action plan exercise

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

To establish the connection between service design and process management - based on this I introduce some contents explaining the difference
To clarify the use of Personas for SD and how they are different from UX Personas - I clarified the origins
People want to have more examples of local companies - I have provided examples with the authorization of my clients.

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

• SDN Global Conference
• SDN National Conference

I actively support the local or national service design community through:

I organized and give talks on Service Design for the practitioners' community in Mexico
You can see some of the materials here:
https://victormgonzalez.me/platicas-y-medios/
and slides here:
https://www.slideshare.net/VictorGonzalez11

I have participated as a speaker in the following events:

You can see some examples of talks I have given here:
https://victormgonzalez.me/platicas-y-medios/

I have published the following books/articles on service design and related fields:

You can see the full list of my publications here:

https://victormgonzalez.me/publicaciones/

And articles in Medium here:

https://medium.com/@victormgonzalez

Contact details:

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